

Message Text

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E.O. 11652: N/A
TAGS: BEXP, LE
SUBJECT: ADS REQUEST FOR JOHN LORD ENTERPRISES LTD., GREAT NECK,
NEW YORK 11021

REF: USDOC TS OF MAY 8, 1978.

BUSINESS SOURCES CONSULTED REPORT THAT LOCAL MARKET FOR JOHN LORD ENTERPRISES LTD 510 PINE APPLE RUM IS LIMITED AND SMALL. HOWEVER, THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED AND INTEREST IN REPRESENTING JLE LTD. AS COMMISSION SALES AGENTS OR DISTRIBUTORS FOR JLE PRODUCTS.

1. BAROODY BROTHERS & CO., P.O. BOX 110-153, BEIRUT, LEBANON.

CONTACT: 347001/342330

CABLE: BAROODY BROS BEIRUT

TELEX: ARABIN 21016 LE

COMMENT: THIS IS ONE OF LEBANON'S OLDEST TRADING FIRMS DOING LARGE SCALE BUSINESS WITH THE UNITED STATES, IT IS A PARTNERSHIP COMPANY ENGAGED IN THE IMPORT AND DISTRIBUTION BUSINESS OF CANNED MEATS, MILK, FRUITS AND VEGETABLES, BOTTLED LIQUORS, COSMETICS AND OTHER PRODUCTS, FIRM MAINTAINS ITS HEAD OFFICE IN BEIRUT
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AND ASSOCIATES IN SYRIA, JORDAN, SAUDI ARABIA AND OTHER ARAB COUNTRIES. FIRM'S OWNERS WHO ENJOYS AN EXCELLENT BUSINESS REPUTATION ARE THE PRINCIPAL SHARE HOLDERS OF "BAROODY BROTHERS MFG. CO.,", A LEBANESE MANUFACTURERS OF FOOD PRODUCTS INCLUDING "TANG", JELL-O" AND "TURKISH DELIGHT". MR. EMILE BAROODY, SENIOR PARTNER AND GM OF THE FIRM, IS AN ACTIVE MEMBER IN BD OF BEIRUT CHAMBER OF COMMERCE AND INDUSTRY, ALSO MEMBER IN BD OF THE MERCHANTS ASSOCIATION

IN BEIRUT. FIRM'S PARTNERS ARE EXPERIENCED AND REPUTABLE BUSINESS-MEN, MEET THEIR OBLIGATIONS PROMPTLY AND ENJOY A GOOD BUSINESS AND FINANCIAL REPUTATION. MR. E. BAROODY STATED THAT JLE PRODUCTS FIT INTO HIS LINE OF BUSINESS AND HE WOULD BE INTERESTED IF PRICES ARE COMPETITIVE.

2. FATTOUH GENERAL ENTERPRISES LTD., P.O. BOX 113-6091, BEIRUT, LEBANON

CONTACT: MR. ELIE FATTOUH, PTR AND GM

PHONE: 351611/351620

CABLE: GENFTTOUH BEIRUT

TELEX: NA

COMMENT: THIS TRADING FIRM IS ONE OF THE OLDEST IN LEBANON HANDLING LIQUORS, CONFECTIONERIES AND FOOD STUFFS. IT OPERATES AS A COLLECTIVE PARTNERSHIP COMPANY. FIRM'S PARTNERS REPORTEDLY HAVE GOOD EXPERIENCE IN THEIR LINE OF BUSINESS. FIRM HAS RECENTLY RESUMED ITS BUSINESS ACTIVITIES AFTER A BREAK DURING THE 1975-76 CIVIL DISTURBANCES IN LEBANON. FIRM REPORTEDLY IS NOW IN A SOUND AND HEALTHY POSITION DESPITE SOME INVENTORY LOSSES DURING THE DISTURBANCES. FIRM'S OWNER'S ASSETS ARE ESTIMATED AT OVER 1,000,000 LEBANESE POUNDS (US DOLLAR EQUALS UNCLASSIFIED

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2.90 L.L.), INVESTED MAINLY IN REAL ESTATE. MR. ELIE FATTOUH STATED THAT JLE PRODUCTS FIT INTO HIS LINE OF BUSINESS.

3. GENERAL FOOD COMPANY S.A.R.L., P.O. BOX 5571, BADARO ST., HOURI BLDG, BEIRUT, LEBANON.

CONTACT: MR. ANTOINE SAKR, CH, OR
MR. NABIL SHIHAB, COMMERCIAL DIRECTOR

PHONE: 383050/382794/384076/386823

CABLE: GENEFCOSAK, BEIRUT

TELEX: 20374 LE

COMMENT: THIS IS A LEBANESE JOINT-STOCK COMPANY WITH A FULLY PAID IN CAPITAL OF 100,000 LEBANESE POUNDS (US DOLLAR EQUALS 2.90 L.L.) ENGAGED IN IMPORT AND DISTRIBUTION OF GENERAL LINE OF FOODSTUFFS, BEVERAGES AND LIQUORS, BOTH ON OWN ACCOUNT AND ON A COMMISSION BASIS. FIRM MAINTAINS ITS HEAD OFFICE AND FOUR WAREHOUSES IN A RESIDENTIAL AREA OF THE CITY. ALSO IT DEALS WITH MORE THAN 120 DISTRIBUTION OUTLETS COVERING ALL LEBANON. FIRM'S

TURNOVER IN 1977 REPORTEDLY WAS 5,000,000 LEBANESE POUNDS. BUSINESS SOURCES REPORT THAT MEMBERS OF THE BD AND SHAREHOLDERS OF THIS COMPANY ARE RELIABLE, PRUDENT AND REPUTABLE BUSINESSMEN, MEET THEIR OBLIGATIONS PROMPTLY AND ENJOY A GOOD REPUTATION. MR. SAKR IS INTERESTED IN JLE PRODUCTS BECAUSE HE DOES NOT NOW REPRESENT A RUM SUPPLIER.

APPROVED: TAIN P. TOMPKINS PREPARED: MOHAMMED O. SUKKAR
PARKER

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